

## **Remarks**

### **I. Response to Claim Objections**

At page 2 of the Office Action, claims 2-8, 16, and 18 are objected to because of informalities. The Applicant has made the requested amendments to clarify the claim language. These amendments include:

- Amending claim 2, at line 2, to refer to “the” plurality of user’s Internet experiences.
- Amending claim 5, at line 2, to insert an “a” between “of” and “table”
- Amending claim 16 to read in accordance with the Examiner’s interpretation of the claim.
- Amending claim 18 to reflect “the plurality of the user’s Internet experiences”.

### **II. Response to Rejections under 35 USC§101**

At pages 3-4 of the Office Action, claims 1-9 and 17-31 are rejected under 35 USC§101 because the claimed subject matter is directed to non-statutory subject matter. In response to the rejections and as suggested by the Examiner, claim 1 has been amended to clearly state a “computerized” method. Also as suggested by the Examiner, claim 17s and 28 have been amended to clearly state a “computer program tangibly embodied on a computer-readable medium”. Accordingly, the Applicant request that the Examiner withdraw the rejection.

### **III. Response to Rejections under 35 USC§102**

At page 5 of the Office Action, claims 1-3, 5-7, 9-20, 22-24, and 26-33 are rejected under 35 USC§102 as being anticipated by Glezerman (US Published Patent Application 20030207237). The Applicants have amended independent claims (1, 11, 17, and 28) to include “presenting the user with advertisements relevant to the users Internet experiences”, a limitation not found in Glezerman (actual claim language may vary slightly). Support for these amendments can be found at paragraph 20, lines 10-12 of the specification.

In Glezerman, an agent for guiding children in a virtual learning environment is disclosed. Glezerman describes a controlled virtual environment (400) constructed by software when executed in a computer. A guardian establishes parameters and a user (410) is thereafter presented with the controlled environment which is governed, in part, by the guardian-provided parameters. At paragraph 25 of Glezerman, there is mention of scheduling the delivery of “banner ads”, but there is no mention of these ads being “relevant to the user’s Internet experiences”. Thus, Glezerman does not disclose the computerized method of amended independent claim 1, which includes “presenting the user with advertisements relevant to the users Internet experience”. Nor does Glezerman disclose the method of amended independent claim 11, “wherein the compiling and publishing steps include presenting advertisements to the user that are relevant to the interactive user Internet session”. Nor does Glezerman disclose the computer program of amended independent claim 17, which includes “programming instruction for presenting advertisements to the user that are relevant to the user’s Internet experiences”. Nor does Glezerman disclose the computer program of amended independent claim 28, which includes, “presenting advertisements to the user that are relevant to the user’s Internet experiences”.

Accordingly, the Applicant request that the Examiner withdraw the rejection.

#### **IV. Response to Rejection under 35 USC § 103**

At page 13 of the Office Action, claims 4, 8, 21, and 25 are rejected under 35 USC§103(a) as being unpatentable over Glezerman in view of Blumberg (US Published Patent Application number 20030140315). However, the combination of Glezerman and Blumberg, taken either singly or in combination therewith, disclose all of the limitations of the Applicant’s claimed invention.

As previously discussed hereinabove, Glezerman does not disclose “presenting the user with advertisements relevant to the users Internet experiences” as recited in amended independent claims 1, 11, 17, and 28 (claim language may vary slightly). Glezerman does mention of scheduling the delivery of “banner ads”, but there is no mention of these ads being “relevant to the user’s Internet experiences”.

In Blumberg, a print on demand virtual builder is disclosed. Blumberg includes a method for creating and viewing content to be printed. However,

Blumberg, there is no mention of the computerized method of amended independent claim 1, which includes "presenting the user with advertisements relevant to the users Internet experience". Nor does Blumberg disclose the method of amended independent claim 11, "wherein the compiling and publishing steps include presenting advertisements to the user that are relevant to the interactive user Internet session". Nor does Blumberg disclose the computer program of amended independent claim 17, which includes "programming instruction for presenting advertisements to the user that are relevant to the user's Internet experiences". Nor does Blumberg disclose the computer program of amended independent claim 28, which includes, "presenting advertisements to the user that are relevant to the user's Internet experiences".

Since both Glezerman and Blumberg are silent on at least one limitation of the Applicants' claimed invention, these references cannot be combined to produce the claimed invention.

Accordingly, the Applicant's request that the Examiner withdraw the rejections to the claims and pass this Application onto allowance.

**V. Additional Fees**

It is not believed that additional fees are due at this time; however, if any additional fee is required in connection with the filing of this Amendment, please charge the fee to Deposit Account No. 08-2025.

Respectfully Submitted,  
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